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ABSTRACT

This book provides a broad, introductory overview of issues affecting the marketing of public library collections, with examples and research results from more than 200 libraries of all sizes. This new edition of the work updates and expands the original, referencing new studies (published since 1992), encompassing more of the literature from other countries, and discussing certain topics not directly addressed in the first edition, such as relationship marketing concepts, outreach services, and the interaction between employee satisfaction and customer satisfaction. The book also incorporates changes that have occurred in the world at large and the library world since the early 1990s. Chapter one provides a brief rationale for marketing and discusses overcoming potential barriers to marketing, as well as the benefits of marketing. Chapter two focuses on knowing the market, and discusses frequency of use, characteristics of library users, and motivation and incentives to use the library. Chapter three deals with creating the master plan, and discussion includes setting the stage, developing themes, the composition itself, and performance and review. Chapter four focuses on collection choices while chapter five deals with costs of collections and use. Chapter six describes several processes and strategies involved in creating access. Chapter seven discusses creating recognition of collection-use benefits, and chapter eight provides a product analysis approach to collection evaluation. Chapters nine and ten present marketing-based selection policies and practices, and marketing-based promotional policies and practices. The final chapter focuses on making marketing resonate throughout the library. An appendix lists libraries cited by name in the text. Includes eight tables and thirty-three figures. Includes an index. (Contains 60 references.) (AEF)

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